

# CONTRACT

**NBC** WVIT  
**CONNECTICUT HD** 1422 New Britain Ave  
 West Hartford, CT 06110  
 (860) 521-3030

www.nbcconnecticut.com

And:

**GREAT AMERICAN MEDIA**  
 1010 WISCONSIN AVE NW  
 WASHINGTON, DC 20007

<u>Contract / Revision</u>		<u>Alt Order #</u>
343066 /		WOC10036032
<u>Product issue</u>		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/23/12 - 10/29/12	2158	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
DEMOCRATIC SENATORIAL CAMPAIGN COI	10/19/12 / 10/19/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WVIT	Corey Lane	Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u>		
RHH		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	49	53
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
01274	99480	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WVIT	10/23/12	10/29/12	9-10A TODAY SHOW	9A-10A		:30			NM	2	\$1,150.00
				ISSUE	ALL SPOTS ON ORDER - IMMEDIATE PREEMPTIBLE CLASS OF TIME							
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	- TWTF--				1	\$575.00			
		Week: 10/29/12	11/04/12	M-----				1	\$575.00			
N 2	WVIT	10/23/12	10/29/12	11-12P CT NEWS TODAY	11A-12P		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	- TWTF--				1	\$200.00			
		Week: 10/29/12	11/04/12	M-----				1	\$200.00			
N 3	WVIT	10/23/12	10/29/12	3-4PM STEVE HARVEY	3P-4P		:30			NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	- TWTF--				2	\$325.00			
		Week: 10/29/12	11/04/12	M-----				1	\$325.00			
N 4	WVIT	10/23/12	10/29/12	4-5P ELLEN	4P-5P		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	- TWTF--				3	\$600.00			
		Week: 10/29/12	11/04/12	M-----				1	\$600.00			
N 5	WVIT	10/23/12	10/29/12	7-9A TODAY SHOW	7A-9A		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	- TWTF--				3	\$800.00			
		Week: 10/29/12	11/04/12	M-----				1	\$800.00			
N 6	WVIT	10/23/12	10/27/12	530-6A SAT CT NEWS TOD/530-6A			:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	-----S-				1	\$175.00			
N 7	WVIT	10/23/12	10/29/12	6-630P M-F CT NEWS @ 6	6P-630P		:30			NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	- TWTF--				3	\$1,400.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision 343066 /	Alt Order # WOC10036032	
Contract Dates 10/23/12 - 10/29/12	Product issue	Estimate # 2158
Advertiser <b>DEMOCRATIC SENATOR</b>		Original Date / Revision 10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,400.00			
N 8	WVT	10/23/12	10/29/12	7-730P EXTRA	7P-730P		:30			NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$850.00			
		Week:		10/29/12	11/04/12	M-----		1	\$850.00			
N 9	WVT	10/23/12	10/29/12	730-8P ACCESS HOLLYWOOD	730P-8P		:30			NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$850.00			
		Week:		10/29/12	11/04/12	M-----		1	\$850.00			
N 10	WVT	10/23/12	10/29/12	M8-10P VOICE	8-10P		:30			NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	M-----				1	\$6,500.00			
N 11	WVT	10/23/12	10/26/12	F8-9P WHITNEY/COMMUNITY	8P-9P		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$1,200.00			
N 12	WVT	10/23/12	10/26/12	F9-10P GRIMM	9-10P		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$2,500.00			
N 13	WVT	10/23/12	10/29/12	10-11A TODAY SHOW	10A-11A		:30			NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$575.00			
		Week:		10/29/12	11/04/12	M-----		1	\$575.00			

Totals

33 \$32,050.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	23	\$19,375.00	\$16,468.75
10/29/12 - 10/29/12	10	\$12,675.00	\$10,773.75
Totals	33	\$32,050.00	\$27,242.50

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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